

The Girl With the "Charity" Face

Remarkable Photographic Poses of Miss Frances Fairchild, the Society Poster Girl Whose Pictures Have Netted Many Thousands of Dollars in Recent Charitable and Patriotic Drives.



The Salvation Army Lass—One of the Photographic Poses of Miss Fairchild Used in the Salvation Army's \$10,000,000 Drive.

By Barbara Craydon

THE great war induced many acts of sacrifice. It was give, give, give. The gold star mother, the man with the eloquent crutch or empty sleeve, the broken spirits that strew the path of statesmen poignantly recall the immolation sweetly made. Yet, even beside these who gave their all is one who has won her place in the circle of the gracious because she, too, gave all she had to give—her beauty. Miss Julian Fairchild, daughter of Mrs. John C. Fairchild of New York city and Southampton, L. I., is as much a veteran of the great encounter, even though she be unscarred, as the veriest hero who limped away from—or remained behind at—the Marne.

Money, in those days of stress and strain, when civilization was backed against the wall by a ruffian cabal of nations, had its equivalent in guns and ammunition and medical supplies and food. Europe, when Uncle Sam took off his coat and got busy, was well nigh drained. But here, swelled by the loss in nations across the Atlantic, were fat stores, rich purses that must be opened. To accomplish this great barrier had to be broken down, principally the psychological wall built up by three years' reading of the carnage in Europe, rendering many otherwise soft hearts adamant to appeal.

A "Super" Model Needed

The directing heads of the government forces realized the inestimable value of feminine appeal. Propaganda more powerful, more artistic than that used in Europe must be carried on. A woman's face was needed to personify the spirit of the Red Cross, to illustrate the sweet face of the Salvation Army lassie of the mud and blood and doughnuts, to depict the very soul of Liberty as she stands, a welcoming goddess, in the harbor of New York. There were thousands of models, girls with perfect forms and beautiful faces. But none quite fitted the bill. The girl with the "charity" face, wan and sad, appealing and overpowering, was needed.

In the course of the hunt for the girl they came upon Miss Fairchild, a society damsel who had posed, strikingly, for various pageants and had captured many a prize at society's most elaborate affairs. She had every attribute necessary to the model. But, more than symmetry of form and beauty of face was the look of charity which sweetly subdued her pleasing features. No Van Dyck could have painted a more idealistic conception of what was needed. Miss Fairchild was the very woman who must carry to the millions the appeal for Liberty bonds and Red Cross stamps and funds to carry on the great



At the Beaux Arts Ball She Appeared Dressed as the Marquise de Tencin.

contest. Without a moment's hesitation she volunteered. She gave her beauty to charity. And soon, in every city, town and hamlet of the United States, and even in Uncle Sam's far insular possessions, her compelling features looked at the millions and opened up fat purses again and again until they were lean and the war had been won.

How many persons among the countless throngs who saw and answered to the appeal in Miss Fairchild's face, as it appeared on Liberty Bond posters and flaring billboards of other drives for money, men and munitions, knew that the model was not what they might have imagined, but a society girl, way up in the social swim. How many of them knew that she is of such account that her every movement is watched and noted in the journals of fashion and the elite. For instance, this from Town Topics of Oct. 14, 1920: "Frances Fairchild, wearing a turban piled high with glistening coq plumage, looked conspicuously smart and handsome when she came in." At this time she was a guest at the exclusive wedding of Miss Katherine Porter, daughter of the late H. Hobart Porter, to Robert Hamill at Trinity Church. If she had the dash and mannerisms of her charming mother, wrote another society editor, Miss Fairchild would have an army of suitors ever camped on her trail. But she has always been reticent, diffident, and, because of this, her meekness seems to be reflected on her face and renders her features exactly what is needed for the work such as she was called on to do for her country.

Posters Reminiscent of 1918

"Liberty Points the Way," a powerful Liberty Loan poster, was one of the pictures for which Miss Fairchild posed. It would not be an exaggeration to say that this one photograph of her, reproduced nation-wide on the big posters, elicited a response of millions of dollars. It was a moving picture. And, because of the way she held her head, she imparted to her meek features on this occasion a grandeur that seemed to vivify the poster. It is reproduced on this page and will be recognized by thousands.

Besides this work Miss Fairchild was a lieutenant in the Woman's Motor Corps. While in this capacity she was asked to pose for a picture, "Service," which represented the work of the



"Liberty Points the Way"



Miss Fairchild Posing for the Soldiers' Memorial Pageant as "Service," the Watchword of the Women's Motor Corps in Which She Served During the War as a Lieutenant.

organization. She was garbed in a gown with a Red Cross on the breast and the poster was most useful in collecting needed funds for the corps. Incidentally, she is still active in this body and when the terrible explosion occurred in Wall street, New York city, was on the scene, driving an ambulance, a few minutes after.

She also posed as "The Star of Hope" in the \$10,000,000 Salvation Army drive and in none of her pictures did her features exert a greater influence on the hearts of contributors. Those who studied it declared it to be one of the only perfect posters ever made. It seemed to fairly exude the spirit of the Salvation Army lass, the spirit that made this organization so popular with all races and creeds who fought with the allies across the ocean.

Her society career is as bright as the flight of a butterfly. No ball or pageant to which the elite turn their steps is successful without Miss Fairchild's presence. Sometimes it is for charity, such as the drive for the hospital at Southampton, L. I., where the Fairchilds have their summer

home. She posed as a Red Cross nurse and greatly helped the campaign.

One of the most striking costumes she ever appeared in was that of the Marquise de Tencin at the Beaux Arts ball. It depicted the glories of the regency and it made a smashing hit. She was the cynosure of all eyes. At the Blue Bird ball she was "Lumiere" and critics selected her as one of the prize winners. That was at the Waldorf at New York city Jan. 4 last.

She also attracted much attention in the Horse Show in 1919 when she sold Red Cross stamps to the Prince of Wales. He had quite a chat with her and it was the second time they had met within 24 hours, she having been invited among a select few to a ball at which the prince was the guest of honor the night before.

She has posed for many other striking pictures in the interest of charity. In the drive for the Christmas seals of the Red Cross she depicted the spirit of the Red Cross, offering comfort to a suffering child. She has also appeared as Joan d'Arc and other notable characters.

How Disease Helps to Promote Health

MEDICAL science has shown that many diseases prove boons and blessings once we have got rid of them. Even those maladies which remain often guard us from ailments far more deadly, as a physician points out.

Rheumatism is most unpleasant. Nevertheless, sufferers from rheumatism are as a rule otherwise perfectly healthy persons. They are little liable to other troubles.

Bronchitis affects elderly people so that every time they cough there is a slight strain on the heart, and the blood is kept in circulation. Moreover, as the victim has to take precautions against cold, he renders himself comparatively immune from other diseases.

Typhoid fever cures indigestion. On recovery from typhoid the patient frequently finds himself with a new stomach which will "take nails and bolts."

One who recovers from smallpox enters upon

a new lease of life. He is rarely ill afterward and usually lives to a ripe old age.

Gouty persons invariably pass the allotted span of years. Gout tends to promote longevity in that the germs in the blood keep other hostile germs from entering the system. Further, gouty persons take great care of themselves.

Many of us are very careful of our health once nature has given us a sharp warning, and so we prolong our lives by many years. Thus if a man has a pain in the region of the heart he "gets the wind up" at once. Heart disease, of course. Better go slow.

As a fact, however, a pain about the heart or irregular beats are not commonly complained of by persons with heart disease. Among men and women troubled with heart disease, for every one who dies young there are many hundreds who, by living carefully and naturally, attain a life longer than the average person who has never been troubled this way.